

Job Title: GTN Social Media Research Assistant

Department: Research and Innovation

Start Date: September – December 2023

Rate: \$16.74 per hour

The role of Niagara College Research & Innovation is to provide real-world solutions for business, industry and the community through applied research and knowledge transfer activities. Niagara College Research & Innovation, in partnership with business or community partners, conducts applied research projects that model or simulate solutions, develop and test prototypes, adopt new technologies and knowledge, develop and evaluate new or improved products, processes, or solutions to community issues.

Hosted by NC's R&I Division, Greenhouse Technology Network is a network of 5 research centres that collaborate with small- and medium-sized companies to turn innovations into commercialized products. GTN leverages faculty, students and state-of-the-market equipment, together with funding from the Federal Economic Development Agency for Southern Ontario to support greenhouse-related innovation in southern Ontario.

Job Description:

The successful candidate will support GTN with its business-to-business social media strategy. As the Social Media Research Assistant for GTN the successful candidate will work on a number of projects to assess, plan and design social media activities for the Network in order to grow the reach and awareness of the Network.

The Social Media Research Assistant will have a comprehensive skill set to work with the GTN team on Social Media projects including the technical skills and ability to create social media content.

Education:

Current student enrolled in Niagara College's Business, Graphic Design, Public Relations, Social Media Management, or related program.

Duties and Responsibilities Include (but not limited to):

- Work with GTN Office team to develop ongoing Social Media Campaigns. These campaigns will leverage existing GTN success stories and highlight the benefits of engaging with GTN.
- Develop creative and appealing graphic content to further engage SMEs.
- Build on current environment scan to develop a strategic content calendar that leverages other Southern Ontario events and opportunities.
- Monitor Social Media streams and escalate inquiries and concerns as appropriate.
- Work on web based research projects.
- Attend planning or project specific meetings as required.
- Work independently and unsupervised.
- Platforms include LinkedIn, Twitter, Facebook

Key Competencies:

- Knowledge and experience using Canva and Hootsuite
- Exceptional report writing skills
- High level of organization and time management skills
- Ability to co-ordinate multiple tasks
- Experience with Microsoft Office applications (Excel, PowerPoint, Word)
- Detail oriented with respect to quality and accuracy
- Strong communication skills, both oral and written
- Capable of working independently, while being a collaborative member of the team
- Strong interpersonal skills
- Takes initiative to complete tasks and asks questions when required
- Demonstrated creativity in developing new ideas

Working Conditions:

- Hours are 15 hours per week between 8:30 am – 4:30 pm
- On-campus work
- Indoors, sitting, and standing

Please email your resume, cover letter and class schedule to researchjobs@niagaracollege.ca by **Wednesday, September 13 at 12pm**. We appreciate all applications received, however only those candidates selected for an interview will be contacted.